REMARKS

Power of attorney and correspondence address change form

Filed with this office action response are three copies of a power of attorney and correspondence address change form signed by the three inventors. Applicant requests that the correspondence address for this patent application by changed in accordance with the submitted form.

Claim rejections under 35 USC 102

Claims 1-3, 5, 7, 9-15, and 17-18 have been rejected under 35 USC 102(e) as being anticipated by Cramer et al. (US 2002/0104096 A1). Applicant has amended some of these claims to better clarify their subject inventions. Applicant submits that Cramer does not anticipate any of claims 1-3, 5, 7, 9-15, and 17-18, for the reasons now discussed in particular relation to each claim.

Claim 1

Claim 1 is an independent claim, and has been amended so that it is limited to initiating a multimedia presentation on the web page "within a same open window within which the web page is being displayed, and without opening a new window for the multimedia presentation." That is, claim 1 is limited to presenting the multimedia within the window of the web page itself, such as along with the web page, so that, for instance, the multimedia appears to be part of the web page.

By comparison, Cramer does not display its multimedia content within the same open window within which a web page is being displayed, but rather displays its multimedia content in a separate, pop-up window other than that in which the web page is being displayed. For instance, paragraphs [0029], [0064], and [0075] indicate that the multimedia content is displayed as part of a player program, "MatrixPlayer," within a pop-up window, which is inherently separate

from the window within which the web page is being displayed. (Viz., the user clicks on something within the web page being displayed in a window, and another window "pops up" in which multimedia content is displayed.) Chart 1 further indicates that a pop-up window is launched.

Therefore, Cramer does not anticipate claim 1.

Claim 2

Claim 2 is an independent claim, and has been amended so that the detected event or combination of events comprises one or more of: "a non-user-initiated event" and/or "a user-initiated event in which the user does not intend the presentation of the multimedia content on the web page, such that the presentation of the multimedia content on the web page is a side effect of the user-initiated event." With respect to the former event, a non-user-initiated event is an event that is not initiated by the user. For example, the completion of the loading of web content on a web page is an event that is not initiated by the user. With respect to the latter event, the user may initiate an event to cause something to be accomplished, but that something does not include the presentation of multimedia content on the web page. For example, the user may click on a search field with the intention of entering in a search query on a web page and cause a search to be performed. A side effect of this user-initiated event may be that the first time the search field is clicked on by the user, a short multimedia presentation is played that explains to the user how to best perform searches. The user in this example did not intend for the multimedia presentation to be displayed; rather, it is a side effect of the user-initiated event.

By comparison, Cramer teaches only events that are user-initiated, where the user intends for the multimedia content to be presented. For instance, in paragraph [0003], Cramer notes that "selection of a menu item within a menu screen causes a video to play in the video screen." That is, the user selects a menu item to display a video in the video screen. The intention of the user in

selecting the menu item is to display the video. The display of the video is not a side effect of the user-initiated event to cause something else to be accomplished.

Therefore, Cramer does not anticipate claim 2.

Claim 3

Claim 3 is a dependent claim, depending from claim 2. Therefore, claim 3 is patentable for at least the same reasons that claim 2 is. Furthermore, claim 3 is independently patentable over Cramer, irrespective of the patentability of claim 2.

First, claim 3 is limited to the detected event being the "completion of the loading of the web page and its static content." Cramer does not disclose this type of detected event. In paragraphs [0040]-[0044], Cramer discloses that "*plug-ins* need not be loaded until they are needed." However, this is irrelevant to the detected event being the "completion of the loading of the web page and its static content." In paragraphs [0079]-[0086], Cramer discloses that "Flash layers are initialized using DHTML, after the page has loaded" and that "the first Flash layer is still initialized with DHTML so that the animation does not start before the page has loaded." However, as can be appreciated by those of ordinary skill within the art, initialization via DHTML allows for the animation not to start before the page has loaded *as a by-product* of DHTML – by definition, or inherently, the animation cannot start if the player is initialized via DHTML until after the page has loaded. By comparison, claim 3 is limited to an event that is *explicitly detected*, by virtue of the claim language of claim 2 that it incorporates. That is, Cramer does not explicitly *detect* the loading of a page, because it does not have to – the utilization of DHTML allows animation to automatically start when the page has finished loading *without having to detect* that the page has finished loading. Therefore, Cramer does not anticipate claim 3 for this reason alone.

Second, and furthermore, claim 3 is limited to the selecting and loading of the multimedia player via "a small loader applet which is activated after the loading of the web page is

completed." However, Cramer initializes its player via DHTML, not by loading a small loader applet. DHTML is dynamic HTML, and thus is markup-language code that is part of and within a web page. By comparison, a small loader applet can be likened to a small computer program that is separate from a web page. Therefore, Cramer does not anticipate claim 3 for this reason alone as well.

Claim 5

Claim 5 is a dependent claim, depending from claim 2. Therefore, claim 5 is patentable for at least the same reasons that claim 2 is. Furthermore, claim 5 is independently patentable over Cramer, irrespective of the patentability of claim 2.

Claim 5 is limited to "selecting and loading of the multimedia player" being accomplished by "*writing* an HTML layer that contains the multimedia player tags needed to load and launch the player." Cramer in paragraphs [0003]-[0007] does not disclose HTML layers at all. In paragraphs [0069]-[0070], Cramer discloses that its player "works by managing a number of 'layers' within a single HTML page." However, that the player manages HTML layers is different than the player *itself being selected and loaded* by *writing* an HTML layer. Cramer's player is not selected and loaded by writing an HTML layer. Cramer's player itself manages HTML layers, so it would already have to be selected and loaded before it can so manage the layers – and such management is never discussed as writing HTML layers. Therefore, Cramer does not anticipate claim 5.

Claims 7 and 9

Claims 7 and 9 are dependent claims, depending from claim 2. Therefore, claims 7 and 9 are patentable for at least the same reasons that claim 2 is.

Claims 10 and 11

Claims 10 and 11 are independent claims, and have been amended so that the multimedia player or the multimedia content is loaded "*in response to*" completion of the loading of the web page and its static content, and the multimedia content is played "within a same open window within which the web page is being displayed, and without opening a new window for the multimedia presentation." Applicant submits that Cramer does not disclose these limitations.

First, Cramer does not load the multimedia player or the multimedia content "in response to" the loading of the web page and its static content. As has been discussed in relation to claim 3 above, while Cramer may not play multimedia content until after a web page has been loaded, this is not the same as playing such content "in response to" an event, which in the case of claims 10 and 11 is the loading of the web page and its static content. For this reason alone, Cramer does not anticipate claim 10 or claim 11.

Second, Cramer does not play the multimedia content "within the same open window within which the web page is being displayed, without opening a new window for the multimedia presentation." As has been discussed in relation to claim 1 above, Cramer employs a pop-up window in order to play multimedia content, not the same window within which the web page is being displayed. For this reason alone as well, Cramer does not anticipate claim 10 or claim 11.

Claims 12 and 17

Claims 12 and 17 are each independent claims, and have been amended so that the multimedia presentation occurs "within a same open window within which the web page is being displayed, and without opening a new window for the multimedia presentation." As has been discussed in relation to claim 1 above, however, Cramer employs a pop-up window in order to display a multimedia presentation, and not the same window within which the web page is being displayed. Therefore, Cramer does not anticipate claims 12 and 17.

Claims 13-15

Claims 13-15 are dependent claims depending from claim 12. Therefore, claims 13-15 are patentable over Cramer for at least the same reasons that claim 12 is.

Claim 18

Claim 18 is an independent claim, and has been amended so that the multimedia presentation occurs "within a same open window within which the web page is being displayed, and without opening a new window for the multimedia presentation." As has been discussed in relation to claim 1 above, however, Cramer employs a pop-up window in order to display a multimedia presentation, and not the same window within which the web page is being displayed. Therefore, Cramer does not anticipate claim 18.

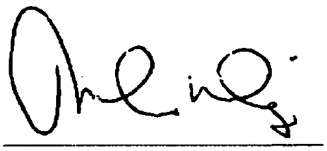
Claim rejections under 35 USC 103

Claims 4, 6, 8, and 16 have been rejected under 35 USC 103 as being patentable over Cramer in view of common knowledge within the art (claim 4), in view of Leduc (6,639,611) (claims 6 and 8), and in view of Leduc and further in view of Lui (6,340,977) (claim 16). However, claims 4, 6, 8, and 16 are all dependent claims. Therefore, they are each patentable for at least the same reasons that their base independent claims are.

Conclusion

Applicant has made a diligent effort to place the pending claims in condition for allowance, and request that they so be allowed. However, should there remain unresolved issues that require adverse action, it is respectfully requested that the Examiner telephone Michael Dryja, Applicant's Attorney, at 425-427-5094, so that such issues may be resolved as expeditiously as possible. For these reasons, this application is now considered to be in condition for allowance and such action is earnestly solicited.

Respectfully Submitted,



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